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ABSTRACT

This comprehensive treatment of the state of the publishing industry in Tanzania provides a general description of the book trade in Africa, including discussions of the types of publishers active in Africa and of the recording of African publishing output, and a review of publishing activities in Tanzania, which covers the history of Tanzanian publishing, commercial publishers in the country, the types of books published by the Tanzanian Ministry of National Education, printing operations sponsored by the Tanzanian government, the Tanzanian mass media, the import and export of books by Tanzania, book distribution in the country, Tanzanian library services, the Tanzanian Copyright Act of 1966, and the role of the Tanzanian Book Development Council. A list of Tanzanian newspapers and magazines in publication during 1979, tables listing statistics on book production in Tanzania from 1972 to 1975, a list of Tanzanian printers and publishers active in 1974-1975, a brief study of book prices in Dar Es Salaam bookshops, and a 27-item reference list accompany the text. (JL)

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MEETING ON "THE PLACE AND ROLE OF CULTURAL INDUSTRIES IN THE CULTURAL DEVELOPMENT OF SOCIETIES"

(Montreal, Canada, 9-13 June 1980)

THE BOOK INDUSTRY IN TANZANIA

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THE BOOK INDUSTRY IN TANZANIA*

by
E.E. Kaungamno

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The Situation in Africa in general

The book industry in Africa has been discussed in various conferences, some of which are:

The 1968 Accra Conference. (1) The Regional Meeting of African Books Development Experts which was convened by Unesco, was held from 13 to 19 February 1968 in Accra, Ghana. Attended by participants from twenty-three African countries and a number of other Member States of Unesco, the Conference examined the book situation in Africa. Recognizing that Africa's book shortage was a severe impediment to economic and social progress the Conference established regional targets for book development to 1980. "The Accra meeting estimated African regional production at one-thirtieth of a book per inhabitant, and fixed at 120 pages per person per year as a regional target for 1980, inclusive of 72 pages of educational book: The desirable annual rate of increase was assessed at 16 per cent until 1975, and at an average of 12.2 per cent over the period from 1968 to 1980."(2)

The 1972 Nairobi Conference.(3) The Unesco Regional Training Course on Publishing Management which took place in Nairobi from 14 August to 9 September 1972 and which was attended by participants from ten countries of East and West Africa, addressed itself to some of the following problems facing Africa in regard to the book trade:

The complete absence of suitable reading material for the new literates.

The paucity of material consistent with African educational requirements.

The absence, in most African countries, of well developed libraries of all categories (national, university, school, special, and public) essential for an effective distribution network capable of absorbing the hoped-for supply of both educational and general books.

The non-existence of printing facilities for large scale book production in most African countries.

Lack of experienced educational writers and illustrators in Africa.

Tight economic controls-foreign exchange controls, quotas and import licensing systems applied to materials for book production (paper, ink, etc.); high tariff and postal rates and lack of modern transportation facilities for transport of books.

Paucity of funds to finance the book industry.

The 1973 Ife Conference.(4) From 16 to 20 December 1973, the University of Ife organized an International Conference on Publishing and Book Development which gathered over 100 participants, from all over Africa, the United States of America and Europe. The Conference whose theme was "Publishing and Book Development in Africa" did among other things review the progress so far made since the 1968 Accra Conference. Although some progress had been made in implementing the recommendations of the Accra Conference, particularly in the area of book development councils, very few African governments had taken positive action to help and actively support their indigenous book industries. It was therefore the aim of the Ife Conference to again draw the attention of African governments to the unsatisfactory state of the book. Comprehensive and detailed recommendations were made at the Ife Conference and in view of their importance it is essential to look at them briefly.(5)

The Printing industry and paper manufacture personnel

It was generally agreed that the level of technical know-how in both operation and maintenance of printing machines should be upgraded through workshops, in-service training and printing schools.

Materials and equipment

The Conference recommended that African governments should, wherever possible, establish paper industries, relax restrictions on the importation of paper and reduce or abolish import duties on printing equipment, paper and supplies.

The Publishing Sector

Manuscript acquisitions

Indigenous publishers should support young, unknown authors. Established authors have a responsibility to support indigenous publishers.

State participation in publishing

Governments should help develop indigenous publishers. One way of doing this is to offer capital subsidies and State patronage to a selected, and constantly reviewed, list of private publishers. However, the State must not monopolize the book industry, particularly educational, publishing to the extent of making it impossible for other indigenous publishers to exist and compete.

Training for authorship

Universities with schools of library studies and national book development councils, among others, should give some form of training for authorship to beginning authors, post-graduate students, lecturers and schoolteachers.

Adult trade publishing

It is urgent to develop this type of publishing needed to stimulate and raise, the level of consciousness of all citizens in the matter of national, political, social and cultural endeavours.

Children's books

Good, attractive and cheap children's books, which are relevant to their own environment in textual content and illustration, should be published in adequate numbers.

The expatriate publisher in Africa

The expatriate publisher has made a great contribution to Africa both in the training of local staff and in the provision of outlets for early African authors. However it was stressed that the time is now due for the book industry to become primarily indigenized.

Magazine publishing

Local publishers should try to improve the systems of management and subscription order fulfilment for African magazines and journals which tend to have a high mortality rate.

Training of personnel for the book trade

African universities, particularly those already offering degrees in library science should give courses on publishing, particularly for editors, printing technicians and sales taff.

Readership for books in Africa

Fostering literacy and the reading habit

Governments must give adequate financial support to literacy efforts and ensure that adequate provision is made for follow-up reading material to prevent the newly literate from relapsing into illiteracy. Publishers must also engage actively in adult literacy projects. Qualitative research must be undertaken on reading habits, book requirements and African systems of education to find out whether they encourage the ownership and reading of books.

Low-cost books

Governments are urged to make subsidies and publishers are asked to use techniques and materials to produce low-cost books which will increase readership, particularly for people with low per capita incomes.

Books in the indigenous languages

Publishers must make greater efforts to produce books in local languages for schoolchildren and adults.

The writer's role

Apart from their duty to ensure that their works are made available in the vernacular languages, African writers are asked to resist from their tendencies to write for an overseas market and should therefore address themselves to a home audience.

Distribution, marketing and promotion

The bookseller in Africa

Greater efforts must be made to ensure that there are enough well managed bookshops serving retail outlets for African published books, especially for overseas libraries.

Towards more effective marketing of African materials

If booksellers wish to reach most literate African adults, including university graduates and primary school leavers, they must take the books to them rather than wait for the customers to venture into their shops.

The acquisition of African materials by libraries

An effective distribution system ought to be developed to alleviate the present difficulty in the acquisition of African books and journals by libraries in Africa and foreign countries.

Co-operative promotion and advertising

Co-operative efforts in promotion and advertising ought to be encouraged in order to benefit from economies of scale.

Book fairs

Publishers' associations should sponsor book fairs in their own countries and the organization of an all-African book fair should be kept in mind for the future.

Book development

Book development and libraries

In order to play an active role in book development libraries should:

Do research into reading habits the results of which serve as guidelines of development to the publishing industry.

Create the demand for bookr by taking them to the people, particularly in rural areas, using mobile libraries.

Expand their stocks, especially local publications for adults and children thereby stimulating the interest of the young and newly literate.

Book development and teachers' organizations

Teachers can stimulate the demand for books by teaching budding authors effective writing techniques and by encouraging children to learn to read for pleasure and not only for examination achievement.

National book development councils and government attitude

More governments should create national book development councils as recommended by the Accra Conference. Such councils should be broadly representative bodies, including members of the entire book community-publishers, writers, libraries, printers, etc. - as well as interested government departments, including ministries of education. Though most governments recognize the important role books can play, they are unwilling to put enough funds into book development.

Regional and Pan-African Co-operation

Co-operation at regional level (East African, West African, etc.) in all sectors of the book trade was strongly urged. Ultimately pan-African book trade organizations should be established. Such co-operation would result in economies of scale which would improve the African book industry.

Professional associations

Efforts must be made to revitalize old organizations and form new ones in countries where they do not already exist. These associations should among other things, publish trade journals, organize workshops, book fairs and conferences and regulate standards in all aspects of the book trade. They must take an active part in planning and working with the national book development councils.

Copyright

The Conference urged all African governments to take advantage of the concessions made to developing countries in the revisions to the international copyright conventions made in Paris in 1971. The fact that some countries might not be able to implement these terms immediately should not prohibit them from ratifying the revised conventions. Ignoring copyright conventions for short-term gains would not benefit the long-term development of the African publishing industry.

Unique problems

In order to appreciate fully the problems facing the book industry in Africa, some of the following major issues, which are typical of the continent, must be borne in mind. The solutions to these drawbacks have exercised the minds of experts on the African book industry. The situation has been ably analysed by Rede Perry - Widstrand:(6)

The reading public

The largest number of readers in Africa are schoolchildren. Forty per cent of Africa's population is under the age of 15. Not all of the population under the age of 15 in Africa has or will have a chance to attend school. As a matter of fact only about 50 per cent of the children of school age receive formal education and those who do may leave after four to six years of schooling.

Illiteracy

With regard to the remaining sixty per cent of the African population which is over the age of 15 about 73.7 per cent of the population was illiterate in 1970.(7) As far as the provision of reading material for the two categories of people is concerned (under 15 years and over 15 years of age) it means there is an urgent need to concentrate on publishing educational material - textbooks and other supplementary books for schools and general reading books for adults, a large number of them being follow-up material.

Newspapers are a specialized but very essential category of follow-up material for literacy campaigns, in particular, and adult education programmes in general. Unesco has been very active in supporting programmes for rural newspapers in Africa, particularly those written in local languages. Three such newspapers, specially designed for the rural population are Kibaru, appearing monthly in Mande-Bambara language in Mali; Gene Su, also a monthly, in Togo and Elimu Haina Mwisho in Kiswahili in Tanzania.

Multiplicity of languages

A prerequisite for any publishing industry is, as pointed out before, an appreciable number of consumers of books. In many African countries the absence of a sufficient number of readers is a major obstacle to large-scale publishing. Apart from illiteracy, the publishing industry is not viable in such a situation because populations of such countries are not only small but they have many small languages as well. Very few African countries have languages which are national and also lingua franca. Thus, the population distribution, the language question and illiteracy factor in Africa work against the production of the well produced inexpensive paperback books.

African book production

African publishing in terms of world book production leaves much to be desired. For example the following Unesco figures for 1971(8) illustrate the situation:

Estimated world book production 1971

Book production by number of titles

World total	548,000
Africa	9,000
Europe	237,000

Number of titles per million inhabitants

World total	148
Africa	25
Europe	509

Percentage distribution of book production

World total	100.0
Africa	1.6
Europe	43.3

Percentage distribution of population

World total	100.0
Africa	9.6
Europe	12.5

The situation regarding newspapers and periodicals in Africa is also not satisfactory. According to the United Nations survey there were only 231 daily newspapers in Africa in 1961, and the total sale of those papers was only 3,000,000 copies which was equivalent to three-fifths of Britain's largest daily, the Daily Mirror. This meant that there was one daily newspaper for every million or so people.

Publishers

Government publishers produce the largest number of publications which are normally printed by government printers. There are publications carried out by university presses. Some of the largest operations are those of State publishing houses, most of which were originally set up in partnership with the British firm Macmillan and Company. Examples of these State publishing houses are The Ghana Publishing Corporation set up in 1965, The National Educational Company of Zambia set up in 1967 and the Tansania Publishing House established in 1966.

The main concern of these publishing houses is to publish educational material mainly for schools and non-formal education.

Expatriate publishers are a dominant feature in most African countries. They are mainly British or French firms whose headquarters are in London or Paris. Their commercial interests are mostly in publication of educational books which form 80 per cent of their business. There is presently a heated debate on the role of expatriate publishers in Africa. In the long run it is expected that the management and staffing of those publishing firms will be localised.

Missionary publishers have the longest history in Africa. They are engaged in publishing religious books. They were the first to have equipment in Africa and are given the credit for publishing in vernacular languages as well as transliterating them.

Recording publishing output

It is very difficult to know how much material is published in the African States each year. Many countries do not publish national bibliographies and if they do, the issues do not come out regularly and in time. One of the reasons for this state of affairs is the absence, in most countries, of effective national deposit laws. The issue regarding national bibliographies was discussed at length at the International Congress of National Bibliographies held in Paris from 12 to 15 September 1977.(10) Organized by Unesco, in collaboration with the International Federation of Library Associations and Institutions (IFLA), it was attended by participants from 72 Member States. Eleven intergovernmental and international non-governmental organizations were also represented.

The aims of the Congress were:

to reach agreement on minimum standards and/or acceptable practices for the coverage, content and form of national bibliographic records, taking into account the requirements for their international exchange;

to reach agreement on acceptable guidelines for the presentation arrangement and frequency of the printed national bibliography;

to discuss and make proposals for the sharing of resources to assist countries in achieving national bibliographical control, using either manual or computerized methods of national bibliographies.

Realizing the importance of the national bibliography as a major instrument in ensuring national bibliographic control, the Congress recommended, among other things, the following:

Member States should examine existing deposit legislation and consider the provision in relation to present and future requirements in order to develop and maintain national bibliographic control; and where necessary, existing legislation should be revised.

Unesco should draft model legislation which would serve as a basis for Member States in attaining national bibliographic control, and which would take into account the relationship between copyright and legal deposit.

National bibliographies, as a minimum, should include the records of monographs and first issues and title changes in serials, including official publications of the national imprint.

The national bibliography should include records for materials in all the languages and/or scripts in which publications are produced within a country.

The printed national bibliography should appear, as a minimum, quarterly with at least annual cumulations.

There should be a national bibliographic agency in each country which should undertake responsibility for preparing the comprehensive bibliographic records of its national imprint.

At this juncture it is important to note some of the useful reference tools for bookshops, librarians and all those interested in the book industry in Africa. They are:

A African books in Print; an index by author, title and subject, ed. by Hans. M. Zell. This is the first comprehensive catalogue of African publications. It gives extensive bibliographical information on African publishers, research institutions and other organizations with publishing interest in Africa.

The African Book Publishing Record. ed. by Hans. M. Zell. A trade journal, published quarterly, it is a supplement to African Books in Print in that it keeps the publication up to date.

The African Book World Press. Compiled by the African Book Publishing Record and ed. by Hans. M. Zell.

The African Book World and Press aims to provide comprehensive, accurate and up-to-date information, both in English and French, on libraries, publishers and retail book trade; research and publishing programmes, book industry and literary associations, and the major periodicals and newspapers published throughout the continent.

THE SITUATION IN TANZANIA

In order to understand the book industry in Tanzania it is advisable to study, as a prelude, the book industry in Kenya which is the hub of the book industry in East and Central Africa. Many of the publishing firms in Kenya had or still have their branches in Tanzania. The publishing situation in Kenya has been well documented by John Ndegwa.(11)

The East African Literature Bureau

In 1945 Elspeth Huxley was appointed by the East African Governors' Conference to examine the problem of the provision of reading material for literate Africans in East Africa (Kenya, Tanganyika, Uganda and Zanzibar) and to submit proposals for consideration. Mrs. Huxley's report recommended the formation of an East African Literature Bureau with the following functions:

To publish books for Africans, both for general reading and educational purposes; in English and African languages.

To edit and publish popular magazines.

To actively encourage and assist African authorship.

To assist in the development of book distribution.

To establish and administer a lending library service for African readers.

The Huxley report was accepted and in 1947 Mr. Charles Richards was appointed adviser to the East African governments on literature for Africans. He advised among other things, that in the first instance publishing should be in Kiswahili and Luganda and then extended to other vernacular languages.

In 1947 the East African High Commission was established as an inter-territorial organ to deal with special services. Mr. Richards's proposals were accepted by the British and East African governments and as a result the East African Literature Bureau was formed in 1948, as a Department of the East African High Commission. The East African Literature Bureau's Headquarters was in Kenya and had branches at Kampala in Uganda and at Dar es Salaam for Tanganyika and Zanzibar. Soon after it was established, the Bureau produced a variety of books in different subjects and by the end of 1949 had published 46 titles in English and 11 on East African languages. Since the need for books was great, the Bureau encouraged commercial publishers to produce books for East Africa.

In order to encourage African authorship, literature committees were formed for different languages and these stimulated interest in literature writing. Authorship competition were arranged for African writers and the best entries were published by the Bureau or a commercial publisher. A series of very useful leaflets were also published by the Bureau to guide protential authors. By June 1956 the Bureau had published over 350 titles, making a total of one and three quarter million volumes while 50 titles (about 330,000 volumes) had been reprinted. The Bureau had indeed been a successful venture.

In 1963 Mr. Richards recommended that as more and more publishers were then active in East Africa, the Bureau should concentrate on adult literacy primers and readers as well as other follow-up reading material for new literates. The Bureau was also advised to concentrate on producing books in East African languages particularly where the market was not big enough to attract commercial publishers.

In addition to publishing books, the Bureau was responsible for producing magazines and journals. Many of the scholarly journals of the East African universities have been produced by the Bureau. With the increase in the volume of business, it was decided that the Bureau should establish a printing press in 1968. With such printing facilities, it was possible for the Bureau to publish all its books as well as fulfil all the requirements of the East African Community of which the Bureau was a department.

The East African Literature Bureau was also responsible for running library services. With its headquarters in Nairobi, Kenya, the Bureau organized small library centres all over East Africa and ran postal library services until 1964. Following recommendations by Mr. Sidney W. Hockey, libraries organizer for East Africa, the East African Literature Bureau became the nucleus of national library services in Kenya, Uganda and Tanzania. More details about libraries later.

Commercial publishers

As indicated before, in his final report as Director of the East African Literature Bureau in 1963, Charles Richards recommended that the Bureau should concentrate on publishing materials for adult literacy projects and leave the rest of publishing to commercial publishers. The Bureau encouraged commercial publishers, passing the more viable publications to them and, when necessary, guaranteed sales by buying the books. However, although it is true that British publishers like Longmans Green, Macmillan and Oxford University Press were publishing for the East African market, hardly any of them actually published in Kenya, Uganda, Tanganyika and Zanzibar before 1963. Most of their publications were in fact issued in London and then sent over to East Africa.

Among the early British publishers who established their offices in East Africa were Longmans in 1950 and Oxford University Press in 1954. Later on other British publishers also established Local bases. They set up local warehouses, engaged local authors to write textbooks, sent local representatives to visit schools, universities, teacher-training colleges and ministries of education to introduce new books conforming with new syllabuses. The existence of these foreign publishers has generated a vigorous debate.

There have been some criticisms of the position held by British publishers in East Africa. It has been alleged that the publishing industry in East Africa is still almost entirely dominated by the British firms which are primarily interested in making money. It is further argued that their local financial strength and their considerable profits have largely been built up by their share of the market of educational books, particularly school books, on which the profit is large, assured and sustaining.

There has been, therefore, a big cry for the development of a strong and genuine local publishing industry where both policy and editorial control are firmly in the hands of East Africans.

A special mention about the East African Publishing House is necessary. In 1964, the East African Institute of Social and Cultural Affairs considered the possibility of starting a local publishing concern which would cater more satisfactorily for the aspirations and requirements of the local people and mirror the African heritage more actively. The outcome was the establishment of the East African Publishing House in 1965. However, for lack of adequate capital to finance the venture, the Institute approached Andre Deutsch, who agreed to have a partnership in the publishing business. The East African Publishing House therefore became a joint concern between these two bodies until 1966 when Andre Deutsch was bought out and the East African Cultural Trust, formed for this purpose, took over the complete management of the East African Publishing House. Right from the beginning, the East African Publishing House went out looking for authors taking many more risks than any other publishers were willing to. It started publishing readers for primary schools, and later on for secondary schools. As time went on, the firm published university level books and other scholarly material. The East African Publishing House also publishes in local languages, mainly in Kiswahili The firm is, on the whole, making a great contribution to the book industry.

Tanzania, being one of the East African countries where foreign publishing firms have branches, has had its share of problems.

The Tanzania Publishing House

Tanzania Publishing House was established in 1966 as a partnership venture between National Development Corporation (60 per cent shareholding) and Macmillan (40 per cent shareholding). From 1966 until 1972, the firm encountered various problems. Robert Hutchison, the former and last expatriate General Manager of Tanzania Publishing House (TPH) has been very critical of Macmillan's policy.(12) He points out that during the "first five years TPH was dominated and largely controlled by Macmillan and was very little more than a vehicle, albeit at times a very inefficient one to serve Macmillan's main ends, i.e. money making". "The main effect of the agreement between Macmillan and the Tanzania Publishing House" he said, "was to secure extortionate potential profits for Macmillan and to, at virtually no risk to themselves, for ill- defined services to the TPH". Robert Hutchison further points out that several titles produced and sold by Macmillan through TPH were unsuitable for Tanzania. According to the agreement, he adds, Macmillan was responsible for training local staff. However, he continues, "in the five-and-a-half years that TPH was managed by Macmillan men, precisely one

Tanzanian was sent for training". In 1970 the managers of TPH, Robert Hutchison laments, "spent more than six times as much money on entertainment (mostly themselves and visiting Macmillan staff as on training staff)".

The company was originally founded to publish primary and secondary school textbooks for Tanzania in Kiswahili and mathematics for the Ministry of National Education. Later on, it produced supplementary readers in Kiswahili for schools as well as general books for more advanced readership. As the firm became well established it embarked on publishing creative literature in the national language and serious political, social and economic thoughts in English. In 1972, for example, a total of 36 new books and reprints were published.

In 1974 negotiations with Macmillan Publishing House over the National Development Corporation (TPH's parent body) to acquire all the shares in the company were started and successfully concluded.

The Ministry of National Education

The Ministry of National Education is, by far, one of the big publishers in the country as well as a big market for books. The Ministry also gets a significant share of the Government's budget. In 1972-1973, of the total Government expenditure amounting to 3,179.4 million Tanzanian shillings (about $475 million) 473.9 million shillings were spent on education, i.e. about 14.9 per cent of the total budget. (13) At the same time there is a grave shortage of books to meet the educational needs.

Primary educational books

Up to 1974 Tanzania was accommodating a little more than 50 per cent of its school-age children in the primary education system of seven grades. With effect from the same year, the Revolutionary Party (Chama cha Mapinduzi) decided that Universal Primary Education (UPE) would be implemented from November 1977. This meant that all children of school-going age (7 years) were to be given places in schools. As a result of this move, the number of children in primary schools increased from 1,874,357 in 1975-1976 to 3,414,210 in 1978-1979.(14) With the introduction of UPE in 1977 enrolment in Standard 1 has shot up from about 50 per cent to over 90 per cent. With this great intake of students the Ministry of National Education was faced, among other things, with the problem of school materials, including books. The textbook shortage is currently very acute in primary schools. The problem is aggraveted by the fact that there are very few litles in Kiswahili, the national language, which is the principal medium of instruction.

Secondary/technical and vocational education books

The actual number of primary children entering secondary schools is increasing annually, from 4,300 in 1961 to 15,850 in 1977, although the secondary school education intake has been dropping percentagewise.(15) (In the 1960s 13 per cent of primary school leavers got into secondary schools; in the late 1960s and early 1970s the figure dropped to 10 per cent and in the mid 1970s, only 6 per cent could be accommodated in the conventional secondary school system.)

Although the number of students at secondary level is smaller than in primary schools it is here that the qualitative aspects of textbooks find their major concern. Good books are needed for secondary and technical courses which prepare students for higher education as well as for agricultural, industrial or commercial occupations. Also there is a great need of books for secondary/technical and vocational education teachers and instructors.

Functional literacy books

In 1967 there were over 13,000,000 Tanzanians and that out of these 7,000,000 were adults. Over 75 per cent of the adults could not read or write, i.e. over 5,250,000 were illiterate. Out of the 13,000,000 Tanzanians, 6,000,000 were youths and out of them 3,000,000 were of schooling age. However, 1,500,000 of the population did not have a chance to go to school. That meant that apart from 5,250,000 adult illiterates there were some 1,500,000 youths who were in danger of becoming illiterate. The drive to eradicate illiteracy orginated from Nyerere's New Year Speech of 31 December 1969 followed by another one in 1970 when it was declared an Adult Education Year in Tanzania. The National Literacy Campaign started in 1971 with the objective of wiping out illiteracy by 1975.(17) As of August 1975, the total number of recorded illiterate adults was about 5,900,000. On 12 August 1975, nationwide literacy tests were administered. Sixty per cent of the recorded illiterates had become literate, leaving 3,440,000 who could still not read and write. It is planned that illiteracy should be wiped out by 1981.

The National Literacy Campaign was based on the results of the Unesco Literacy Project which was started around Lake Victoria in 1968. The objectives of the project were:(18)

To teach the people to read, to write and to solve simple problems in arithmetic;

To raise the level of instruction to the equivalent of full primary school;

to help apply the new knowledge and skills to solve their basic economic, social and cultural problems;

to prepare them for a more efficient participation in the development of their country;

to integrate the adult literacy and adult education programme with the general agricultural and industrial development of the country;

to provide the necessary reading materials, to impart the knowledge of community and personal hygiene, nutrition, childcare, etc., which will help improve family and community life, providing opportunity of continuing education and avoiding relapse into illiteracy.

Many functional literacy primers and teaching guides have been written to cope with the demand of reading material. The literacy materials try to cover most of the economic activities of the rural population. Up to 1975, 26,655,000 primers and 1,375,000 teacher's guides had been prepared and distributed.(19) However, because of an enrolment of 5,184,982 students from 1971 to 1975 there was a shortage of primers. There is still a great need for primers including general follow-up reading literature to prevent the newly literates from relapsing into illiteracy.

Other publishers

There are other important publishers which issue a lot of publications in English, Kiswahili and vernacular languages. Some of the active ones are attached to religious organizations and these include Vuga Press, Ndanda Press, and African Inland Press. Their publications are mostly on religion. Also there are several institutional publishers. Some of the most important ones are the Bureau of Research Assessment and Land Use Planning (BRALUP), the Economic Research Bureau (ERB), the Institute of Kiswahili Research (IKR)all of which are attached to the University of

Dar es Salaam as well as the Institute of Adult Education (IAE) and the Institute of Education (IE). Their publications are mostly scholarly.

Printers(20)

Since publishing and printing are closely related, a brief look at some of the major printers in Tanzania is necessary.

Government-owned printing establishment

The National Printing Company. The National Printing Company, a subsidiary of the National Development Corporation, is vested with the responsibility of offering printing facilities services to other national institutions. Incorporated in May 1967, it became a subsidiary of NDC in July 1967. The company prints a lot of books for the Ministry of National Education, the Tanzania Publishing House and the Institute of Adult Education whose books are published for the adult education programmes. The firms also prints the party papers - "Uhuru" and "Mzalendo" and other papers such as "Urusi Leo", "Parapanda", "Ulinzi". The firm specializes in the printing of posters, calendars, cheques, Kalamazoo cards and other types of office stationery.

Printpak Tanzania Limited

Printpak Tanzania Limited became a subsidiary of the National Development Corporation in 1971. As the name suggests the company is concerned primarily with printing and packaging. It is 100 per cent owned by the National Development Corporation. During 1974 Unicef supplied machinery for printing and binding of books under an agreement made between the Ministry of Nationall Education, NDX and Printpak. With the installation of such equipment, Printpak prints thousands and thousands of books for the Ministry of National Education. Other major organizations which use Printpak's facilities include the Institute of Adult Education, the Institute of Education, Tanzania Publishing House and the University of Dar es Salaam. The firm prints the two Government newspapers - "Daily News" and "Sunday News", as well as a number of magazines.

Government Printer

The Government Printer is by far the largest organization in the country in terms of printed material. It publishes official documents of the Government.

Private printing firms

There are also private printers which play a significant role in the book industry in Tanzania. Some of these are the Tanzania Litho, Dar es Salaam Printers, Iringa Printers and T.M.P. Printers. Generally speaking, the existing printing facilities cannot cope with the existing demand for books and other materials to be printed. For example, since 1977 when universal primary education was introduced, tenders have been offered by the Ministry of Education to various printers in Tanzania to print educational materials for UPE. The quantity of books to be printed has been much too large for the printers to cope with the volume of business and many of them have, as a result, failed to meet the deadline for the completion of work. To give an idea of the number of publishers and printers in Tanzania, a list is appended at the end of this publication.(21)

The mass media

Newspapers, magazines and journals

Tanzania has few journals, just about 20 and even much fewer scholarly journals. Magazines are also very few. The Ministry of Information Services Division issues a yearly press directory. The 1979 Press Directory recorded the following circulation figures for the party and government papers the English papers "Daily News" and "Sunday News", 89,000 and 41,000 copies respectively. The party papers (in Kiswahili) "Mzalendo" and "Uhuru" had each a circulation of 100,000. A full list of the newspapers and magazines published in 1979, analysed according to frequency, circulation and regional allocation is appended to this publication.(22) The present distribution of newspapers and news coverage is not much different from that obtaining in 1967. A look at the 1967 research findings by John C. Condon explains the situation.(23)

Newspaper	The Standard	Ngurumo	Uhuru	The Nationalist
Ownership	Private	Private	TANU	TANU
Language	English	Swahili	Swahili	English
Average daily printing	17,000	14,000	11,000	6,000

Geographical coverage	Percentage of total news for the dailies			
Dar es Salaam	41	37	62	52.5
up-country	8	5.5	23.5	27
Zanzibar	1	2.5	2	1
Whole of Tanzania	50	45	87.5	80.5
Outside Tanzania, i.e. rest of Africa, Britain, Americas, etc.	50	55	12.5	19.5

Each newspaper sent about half of its copies up-country and distributed the other half in the capital. Because of poor roads and transportation systems the regions received the papers irregularly and very late. As far as news coverage is concerned, Tanzania, as should have been expected, dominated the news of the Tanzanian press. News about Dar es Salaam accounted for nearly 85 per cent of the Tanzanian news in the English language papers

(or about 40 per cent of the total news coverage). In the Swahili papers 65 to 70 per cent of the national news coverage was from Dar es Salaam, that is 50 to 60 per cent of the total news. Zanzibar news accounted for only 1 to 2 per cent of all the news in all the papers. The English language papers emphasized on international news and the Swahili press on local news. The Standard, particularly, was regarded as the "international paper", and Uhuru or Ngurumo as a "local newspaper".

Recording Tanzanian Publishing Output

The Tanzania National Bibliography

The Tanzania Library Service publishes the Tanzania National Bibliography, a list of publications printed in Tanzania and deposited with the National Central Library and the Library of the University of Dar es Salaam. The Libraries (Deposit of Books) Act of 1962 requires in Tanzania mainland to deposit one copy of all books printed by them with the University Library and in 1963, following the establishment of the Tanzania Library Service, the Minister for National Education issued the Libraries (Deposit of Books) order of 1963 which extended the 1962 Act by requiring printers to deposit of further copy with Tanzania Library Service. However, with the enaction of the Tanzania Library Services Act of 1975, the Libraries (Deposit of Books) Act of 1962 was repealed. The 1975 Act stipulates that it shall be the duty of every person who prints or produces or causes to be printed or produced in mainland Tanzania any book of other literary work intended for sale or public distribution or exhibition, to supply to the Board, free of charge, not less than two copies of such book or literary work. The definition of a book includes, among other things, documents, periodicals, magazines, newspapers, pamphlets, music scores, picture prints, photographs, maps, plans and manuscripts. Since 1969, Tanzania Library Service has published the Tanzania National Bibliography. Presently efforts are being made to publish the retrospective Tanzania National Bibliography for the period from 1964 to 1968. Details of statistics of book production in Tanzania for the years 1972 to 1975 are appended to this publication.

The problems regarding collection statistics on book production were dealt in detail at the International Conference on African Bibliography, held in Nairobi from 4 to 8 December 1967. Regarding the acquisition and recording of current Tanzanian materials, Harold Holdsworth, former librarian of the University of Dar es Salaam, had this to say:

> "Deposit libraries are naturally in the most favourable position to collect, yet even they find breakdowns in supply through failures in the mechanics of distribution, through the absence of trade lists and regular publishers' and printers' lists, through the fact that printings tend to be small and are soon sold, and the reprintings are few, through the existence of so much material which is not available through the trade and therefore not supplied on deposit by printers, who in Tanzania are responsible for delivery, through the failure of many printers and publishers to hold stocks for long periods, particularly of newspapers and magazines. There are failures also on the part of libraries which do not have the staff the claim missing parts promptly or to devote the necessary time to becoming informed about all local publications."(24)

Import and export of books

Very few books are published in Tanzania in English, Kiswahili and vernaculars. To meet the great demand for books a lot of books, mostly in English, have to be imported from abroad, mainly from the United Kingdom. Very few books are exported from Tanzania to other countries. For example the import/export situation (in Tanzanian shillings) for the years 1967 to 1970 explains the state of affairs.(25)

Imports	1967	1968	1969	1970
Kenya and Uganda	885.000	902,000	717,000	1,442,000
Outside East Africa	6,353,000	4,525,000	3,672,000	4,365,000
Total	7,328,000	5,427,000	4,389,000	5,807,000
Exports	1967	1968	1969	1970
Kenya and Uganda	652,000	752,000	588,000	1,268,000
Outside East Africa	185,000	96,000	190,000	211,000
Total	837,000	846,000	778,000	1,479,000

As indicated before, Tanzania relies very heavily on imported books from the rest of Africa and overseas. There are various formalities which have to be followed to ensure that genuine payments are made and that the scarce money in the form of foreign exchange is used efficiently. Exchange Control Circular No. 12 governs payments for books, periodicals, etc. and subscriptions to societies and clubs. Under this regulation, a specific import licence has to be obtained and original invoices or letters of demand for advance payment should be produced to support the application for the licence. The importation of books and periodicals and other cultural materials is also subject to the general Exchange Control Circular No. 10. Payment for imports may only be made after goods have been cleared through customs. Where the goods to be imported have been shipped, railed, etc. and the importer wishes to make advance payment, prior approval of the Bank of Tanzania is required. Importers are advised to try as much as possible to buy goods directly from the suppliers or manufacturers, thus avoiding the use of intermediaries. The Bank of Tanzania also requires that there should be a preshipment inspection of goods to ascertain their quality and quantity and price comparison by General Superintendent Company Limited, the Inspection Agency for the Government. Upon completion of inspection, the Inspection Agency issues a Report of Findings. Only after a Clean Report of Findings, has been made can goods be transported. Consignments with a value in proforma invoice of less than Tanzanian shillings 10,000 are not subject to pre-shipment inspection. The Tanzania Library Service is exempt from paying customs duties under the Customs Tariff(Remission of Customs Duties) (Tanganyika Library Services Board) Order 1966 as amended by the Customs Tariff (Tanganyika Library Services Board) (No. 2) Order 1966. The Order stipulates that "the whole of the import of any goods imported or purchased prior to clearance through the customs by or on behalf of Tanganyika Library Services Board which the Commissioner of Customs and Excise is satisfied are for the exclusive use of the Tanganyika Library Service in the performance of its functions, are hereby remitted." Tanzania is a signatory to the Unesco Agreement on the Importation of Educational, Scientific and Cultural Materials which eliminates duties on books and provides that foreign exchange shall be granted for the importation of books for public libraries.(26)

Promotion and distribution of books

A prerequisite to book development is the inculcation of the reading habit. One of the most important factors in book promotion is the holding of book festivals, book weeks, exhibitions, etc. The development of libraries is probably by far the best way of promoting book distribution and reading. In this instance public libraries play a vital role. In a developing and poor country like Tanzania a nation-wide public library service is essential in view of the small per capital income and the inability for the avarage person to buy books.

Realizing the important role books can play in national development, Tanzania established the Tanzania Library Service in 1963 with the responsibility of promoting, establishing, equipping and developing libraries all over the country. In 1975, documentation services, book production and training were added to the Board's responsibilities. As a national service, Tanzania Library Service has been preoccupied with ways and means of extending library facilities throughout the country taking books to the people. The various services below have been and are being provided.

Urban library service

There is a National Central Library in Dar es Salaam as the headquarters of a nation-wide library service. It has a fully organized public reference and lending service for both adults and children, a central book processing and supply unit and a central advisory service. The National Central Library is also responsible for producing the Tanzania National Bibliography. There are twelve regional libraries built in regional towns up-country; the thirteen and fourteenth libraries are being built and will be ready by the end of the 1979-1980 financial year. More regional libraries will be built in the remaining six regions before the Board embarks on plans to extend libraries to districts.

Rural Library Service

As about 95 per cent of the population in Tanzania is in rural areas, every effort is being made to provide rural library services using village libraries and mobile libraries.

Postal library service

Books are sent by mail to people who live in places without library facilities. The service is offered free of charge in that the postage of books both ways is paid for by the Tanzania Library Service, and the reader has only to pay a deposit of 20 Tanzanian shillings for each book borrowed. This money is refunded to him if he ceases to use the service or if he moves to a place where there are no library facilities.

The book box exchange service

Collection of books are offered free of charge on loan to various institutions such as community centres, clubs and the like which do not have library facilities.

Library service for schools and teachers' colleges.

The Education Libraries Department at the National Central Library provides service to schools and teacher-training colleges. The services given are in the form of advice on selection of books, design and planning of library buildings, library seminars and actual visits to schools and teachers' colleges. There is also a school mobile library service - a van which visits secondary schools and distributes books on loan to libraries to supplement their educational needs.

Bookshops

Bookshops are important for the distribution of books. There are just over 20 bookshops in Tanzania. Perhaps one of the greatest problems facing bookshops is that the majority are small by international standards and therefore have not got the resources to enable them to stock large numbers of publications, in the absence of firm orders and, in most cases, they are incapable of locating, purchasing and forwarding publications for which there is no consistent or substantial demand. Whatever items are kept in bookshops, most of them are sold at exorbitant prices (see appendix to this write-up).

Tanzania Elimu Supplies Ltd. (TES)

Tanzania Elimu Supplies Ltd. is a commercial enterprise under the aegis of the Ministry of National Education. According to the Memorandum of Association of the Company the following are is objectives. (27)

> "To carry on the business of dealers in the supplies of stationery, writing materials, teaching aids, sporting materials and other equipment and materials of all kinds for use in schools, colleges and other educational establishments and as agents for the sale of such equipment and materials."
>
> "To carry on the business of publishers, booksellers, newspaper and journal proprietors, advertising agents, printers, bookbinders, designers and draftsmen and as agents for the sale of books, journals and other publications of all kinds."

The company has been made the sole official distributor for the Ministry of National Education for textbooks, exercise books, writing material, office supplies and related supplies, to all primary and secondary schools, colleges and the University of Dar es Salaam. The company's operations have now been expanded to include distribution of similar supplies to the general public. TES is establishing branches all over Tanzania to facilitate the distribution of materials to customers.

The Tanzania Copyright Act, 1966: its effect on authorship and publishing

For about forty years (1919-1961) when Tanzania was a British dependency, the British Copyright Law was part of laws of Tanzania. The United Kingdom Copyright Act, 1911, was extended to Tanzania in 1924 as the Copyright Act, 1911 (Extension to Tanganyika Territory) Order, 1924, However, after independence, and following the enactment of the Tanzania Copyright Legislation, the United Kingdom Copyright Act, 1911, ceased to have effect in Tanzania. The Copyright Act, 1966, makes provision for the copyright in literary, musical and artistic works, cinematograph films, sound recordings and broadcasts. Only published works are protected by the Copyright Act. As the law protects works published in Tanzania, all works published in other countries, whether authored by Tanzanians or by foreigners are not protected by the Tanzania Copyright Law. Tanzania is neither a member of the Berne Copyright Convention (BCC) nor the Universal Copyright Convention (UCC). She does not even have reciprocity arrangements with individual countries. However before independence and until 1962, Tanzania was automatically a member of the BCC and UCC because the United Kingdom was a member of the two conventions.

According to the Tanzania Copyright Law, the "owner of the copyright" means the first owner, an assignee, or an exclusive licensee. The law defines an author as one who is commissioned to write a book or produce a work by a person who is not the author's employer. If he is not commissioned

but creates a work or writes a book in the course of employment, the authorship of work may, subject to express agreement, be transferred to the employer. (The term "work" include translations, adaptations, new versions, or arrangement of pre-existing works, and anthologies or collections of works which by reason of the selection and arrangement appear to be original in character.) This stems from the fact that public employees are employed full time and may in the course of writing use facts and experience gained in the course of their duties. The enforcement of this clause may lead to greater shortage of books and other literary works as public employees are capable and are in a good position to write authoritative works.

The term of copyright protection for literary works including books is the life of the author plus 25 years. This is apparently 25 years short of the international standard which is "life of the author plus 50 years". In the case of anonymous works, government and other organizations' works, protection extends over a period of 25 years from the end of the year in which publication occurs. In the event of authors of anonymous works being discovered, the life of author plus 25 years formula applies. As for joint authors, the life of the person who survives others plus 25 years applies irrespective of his nationality. In the final analysis, the copyright law in Tanzania would appear to have failed to "reconcile the interest of authors, who give expression to ideas; publishers who disseminate ideas and the members of the public who use ideas".

Book Development Council

Despite the various efforts being made by the Tanzanian Government and other organizations in the publication of books, there is an urgent need to have a national Book Development Council as recommended by the 1968 Accra Conference. A national Book Development Council should bring together all those involved with books - authors, printers, booksellers, librarians and other institutions interested in books. Although the actual form and statutes of book-development councils differ from country to country, the statement of objectives of the Malaysian national Book Development Council, could be a model to others, as indicated below.

> To bring together the different groups concerned in the production and distribution, of reading materials with a view to ensuring efficiency and effective co-operation in the provision and use of reading materials.
>
> To encourage the formation of professional associations relating to reading materials where these do not exist and the strengthening of such associations where they already exist.
>
> To encourage the maintenance of high professional and technical standards in books production and distribution in the country.
>
> To encourage and promote the provision of adequate library services in the country.
>
> To create by suitable means public consciousness in books and encourage discriminative reading habits among all sections of the community.
>
> To organize and provide training facilities in all matters relating to reading materials.
>
> To foster and co-ordinate research and investigation into problems in the field of reading materials,
>
> To do whatever is possible towards the attainment of the above and any other objectives that will promote the activities of the Council.

The establishment of a national Book Development Council in Tanzania will go a long way towards improving the book industry in the country. There is, at the moment, the urgent need to do a more thorough study of the book need and the problems to be solved. The national Book Development Council, if set up, will provide the much needed forum for all those involved with books.

1979 List of newspapers and magazines

Region	Newspaper/magazine	Place of publication	Frequency	Circulation	Owner
1. Arusha	1. Pan African Lutheran Information	Arusha	BM	1,000	All African Lutheran Church, Information and Coordination Centre
	2. Film Tanzania	Arusha	BM	10,000	Individual
	3. Uhuru na Umoja	Arusha	Q	10,000	Evangelical Lutheran Church, Tanzania
2. Dar es Salaam	4. Daily News	Dar es Salaam	D	89,000	Government
	5. Uhuru	"	D	100,000	CCM Party
	6. Gazette of the U.R. of Tanzania	"	W	5,700	Government
	7. Sunday News	"	W	41,000	Government
	8. Mzalendo	"	W	100,000	CCM Party
	9. Urusi Leo	"	W	25,000	Novosti Press Agency (USSR)
	10. The Weekend	"	W	1,000	Express Enterprises
	11. The light	"	BM	2,000	Bital Muslim Mission, Tanzania
	12. Sauti ya Bilal	"	BM	2,000	" " "
	13. Lengo	"	BM	10,000	East African Venture Co.(T) Ltd.
	14. Kiongozi	"	BM	34,000	Catholic Publishers Ltd.
	15. Image Magazine	"	BM	10,000	Image Publishing Group

Region	Newspaper/magazine	Place of publication	Frequency	Circulation	Owner
2. Dar es Salaam (Contd)	16. Habari za Benko	Dar es Salaam	BM	2,000	National Bank of Commerce
	17. Chereko	"	BM	5,000	Individual
	18. B.I.T. Bulletin	"	BM	2,000	Board of Internal Trade
	19. Washirika (U.C.S.) News	"	BM	5,000	Union of Co-operative Societies
	20. Tamasha	"	BM	10,000	Tamasha Publications (1971)
	21. New Review	"	M	4,000	Ministry of Information and Broadcasting
	22. Nchi yetu	"	M	35,000	" "
	23. Sportscene	"	M	12,000	Tanganyika Standard Newspaper Ltd.
	24. Habari za Posta	"	M	5,000	Tanzania Posts and Telecommunication Corp.
	25. Benki ya Taifa	"	M	10,000	The National Bank of Commerce
	26. Pahari ya Afrika Mashariki	"	M	20,000	Tai Publishers (T) Ltd
	27. New Outbook	"	M	5,000	Individual
	28. Habari za Reli Tanzania 9	"	M	5,000	Tanzania Railway Corporation
	29. Bingwa	"	M	20,000	Express Publicity Services (T)

Region		Newspaper/Magazine	Place of Publication	Frequency	Circulation	Owner
2. Dar es Salaam (contd.)	30.	Pwani na Bara	Dar es Salaam	M	5,000	Evangelical Lutherna Church, Tanzania Union
	31.	Habari za Kibahai Tanzania	"	M	250	National Spiritual Assembly of Bahais in Tanzania
	32.	Sauti ya Magereza Tanzania	"	M	2,000	Ministry of Home Affairs - Prison's Division
	33.	Sani	"	M	10,000	Individual
	34.	Mbioni	"	M	4,000	Kivukoni CCM Ideological College
	35.	The Torch	"	M	10,000	Tanzania School of Journalism
	36.	Mjumbe wa Unesco (Unesco Courier)	"	M	5,000	Ministry of National Education
	37.	Jarida la Breli la Tanzania (Braille Journal)	"	M	1,000	" " "
	38.	Mfanyakazi	"	M	4,000	National Union of Workers (JUWATA)
	39.	The Winnower	"	M	10,000	Mars Publicity Service (T)
	40.	The Transporter	"	M	400	National Institute of Transport
	41.	Uzazi Bora	"	Q	10,000	Chama cha Uzazi na Malenzi Bora (UMATI)

Region	Newspaper/magazine	Place of Publication	Frequency	Circulation	Owner
2. Dar es Salaam (contd.)	42. Management Development services	Dar es Salaam	Q	5,000	National Institute of Productivity
	43. Ngao	"	Q	2,000	National Insurance Corporation
	44. Equatorial Publishers	"	Q	25,000	Individual
	45. Sauti ya Urafiki	"	Q	3,000	Friendship Textile Mill
	46. Tanzania Police Journal	"	Q	5,000	Ministry of Home Affairs - Police Division
	47. Sauti ya Jimbo	"	Q	10,000	The Church of the Province of Tanzania
	48. Maliasili	"	Q	10,000	Ministry of Natural Resources and Tourism
	49. Dira Magazine	"	Q	1,000	Individual
	50. Lishe	"	Q	9,000	Tanzania Food and Nutrition Centre
	51. Rasilimali-Tanzania Investment	"	Twice yearly	1,000	Tanzania Investment Bank
	52. Newsletter of the Pharmaceutical Society of Tanzania	"	"	200	The Pharmaceutical Society of Tanzania
	53. Pamba yetu	"	Three issues per year	200	Union of Co-operative societies

Region	Newspaper/magazine	Place of Publication	Frequency	Circulation	Owner
2. Dar es Salaam (contd.)	54. Kivuko	Dar es Salaam	Yearly	4,000	Kivukoni CCM Ideological College
	55. Trade and Industry in East and Central Africa	"		4,000	Traineca Publishers (T)
3. Dodoma	56. Ujamaa Leo	Dodoma	Q	-	Prime Minister's Office
4. Iringa	57. Mlezi	Peramiho	BM	9,000	Benedictine Abbey
	58. Njoo Uone	Njombe	BM	4,000	Evangelical Lutheran Church in Tanzania - Southern Synod
	59. Mwenge	Peramiho	M	12,000	Benedictine Abbey
	60. Ukombozi	Iringa	Q	10,00	CCM Party, Iringa Region
5. Kilimanjaro	61. Umoja	Moshi	M	6,000	Evangelical Lutheran Church in Tanzania - Northern Diocese
	62. Kilimanjaro Leo	"	M	16,000	CCM Party, Kilimanjaro Region
	63. New Film Tanzania	"	M	10,000	Individuals
	64. Muru	"	Q	3,000	Evangelical Lutheran Church in Tanzania - Pare Diocese
6. Morogoro	65. Sikiliza	Morogoro	M	100,000	Seventh-day Adventist Church, Tanzania Union
	66. Kilombero News Bulletin	Kidatu	M	2,000	Kilombero Sugar Co. Ltd.
	67. Tanzania Veterinary Bulletin (The Tropical Veterinafrian)	Morogoro	Q	2,000	Tanzania Veterinary Association

Region	Newspaper/magazine	Place of Publication	Frequency	Circulation	Owner
7. Mara	69. Nyegezi Weekly News	Mwanza	W	500	Nyegezi Social Training Centre
	70. Elimu Haina Mwisho	"	M	45,000	Ministry of National Education
8. Ruvuma	71. Ruvuma Leo	Songea	M	5,000	CCM Party, Ruvuma Region
9. Shinyanga	72. Habari za Mwadui	Mwadui	M	1,000	Williamson Diamonds Ltd.
10. Tanga	73. Mapinduzi ya Kijamaa	Tanga	M	10,000	Tanga Regional Development Committee
	74. Bara Afrika	"	M	15,000	Communication and Business Service
	75. Amboni Yetu	"	M	2,000	Amboni Ltd.
11. Tabora	76. Habari Maalum ya Uzima Tele	Tabora	BM	15,000	Pentekoste Church
12. West Lake	77. Ije Webonere	Bukoba	BM	2,000	Evangelical Lutheran Church Tanzania - Western Diocese
	78. Rumuli	"	M	5,000	Catholic Diocese of Bukoba

M = Monthly
BM = Bi-Monthly
Q = Quarterly
D = Daily
W = Weekly

There are 20 regions in Tanzania. Therefore 8 regions are without a newspaper or Magazine.

Statistics[1] on book production in mainland Tanzania in 1972
Number of titles classified by subjects

Subject groups	Headings[2]	Total number of titles		
		Books[3]	Pamphlets[4]	Total
1. Generalities	000	3	5	8
2. Philosophy, psychology	100	0	0	0
3. Religion, theology	200	25	14	39
4. Sociology, statistics	300-310	2	7	9
5. Political science, economics	320-330	33	18	51
6. Law, public administration welfare social relief, insurance	340,350 360	3	10	13
7. Military art and science	355-359	0	0	0
8. Education	370	5	9	14
9. Trade, communications, transport	380	4	2	6
10. Ethnography, manners, customs folklore	390	0	0	0
11. Linguistics philology	400	2	4	6
12. Mathematics	510	1	2	3
13. Natural science	520-590	1	0	1
14. Medical science, public health	610	1	3	4
15. Technology, industries, trade and crafts	620, 660 6899	1	3	4
16. Agriculture, forestry stock-breeding, hunting, fishing	630	3	4	7
17. Domestic science	640	1	0	1
18. Commercial and business management techniques, communications, transport	650	0	2	2
19. Town planning, architecture, plastic arts, minor arts, photography, film music, cinema, theatre, radio television	700-780	1	0	1

contd.

Subject groups	Headings[2]	Total number of titles		
		Books[3]	Pamphlets[4]	Total
20. Entertainment, pastimes, games, sports	790 793-799	2	2	4
21. Literature (a) History of literature and literary criticism (b) Literary texts	800	1	0	1
22. Geography, travel	910	0	0	0
23. History, biography	920-990	3	3	6
24. Fiction	-	-	-	-
Total	-	-	-	180

(1) The statistics exclude reprint titles.

(2) Dewey decimal classification.

(3) A book is a non-periodical printed publication of at least 49 pages, exclusive of the cover pages.

(4) A pamphlet is a non-periodical printed publication at least 5 pages but not more than 48 pages, exclusive of the cover pages.

Number of titles classified by language of publication	
Language of publication	Number of titles
Swahili	106
English	84
Bemba	5
Sukuma	1
Gujarati	1
Nyanza	1
Total	198

Table 1

Statistics[1] on book production in mainland Tanzania in 1973

Number of titles classified by subject

Subject group	D.D.C. headings[2]	Total number of titles		
		Books[3]	Pamphlets[4]	Total
1. Generalities	000	3	9	12
2. Philosophy	100	0	0	0
3. Religion	200	21	31	52
4. Sociology, statistics	300-310	9	4	13
5. Political science, economics	320-330	26	38	64
6. Law, public administration	340-350	12	2	14
7. Military forces, detention institutions	355-365	0	3	3
8. Education	370	7	18	25
9. Trade, communications, transport	380	1	4	5
10. Customs and folklore	390	1	1	2
11. Language - African languages	400-496	5	4	9
12. Mathematics, biology	510-574	5	1	6
13. Medical sciences	610	2	4	6
14. Engineering, agriculture, managerial services, buildings	620-630 650-690	7	9	16
15. Fine and decorative arts	700	0	0	0
16. Recreational and performing arts	790	1	1	2
17. Literature	800	1	0	1
18. African literature - Swahili literature	896	5	6	11
19. Geography	910	0	2	2
20. Biography, history	920-990	6	2	8
21. Fiction	-			15
Total				266

Notes on Table 1

(1) The statistics exclude reprint titles.

(2) Dewey decimal classification.

(3) A book is a non-periodical, printed publication of at least 49 pages, exclusive of the cover pages.

(4) A pamphlet is a non-periodical printed publication of at least 5 pages, but not more than 48 pages, exclusive of the cover pages.

Number of titles classified by language of publication

Language of publication	Number of titles
Swahili	132
English	131
Chagga	1
Gujarati	1
Safwa	1
Total	266

Table 1

Statistics[1] on book production[2] in mainland Tanzania during the years 1974 and 1975

Number of titles classified by subject

Subject group	D.D.C. headings[3]	Total number of titles		
		Books[4]	Pamphlets[5]	Total
1. Generalities	000	7	15	22
2. Philosophy	100	0	1	1
3. Religion	200	68	44	112
4. Sociology, Statistics	300-310	21	23	44
5. Political science, economics	320-330	58	61	119
6. Law, social pathology and services	340-360	14	12	26
7. Education	370	20	22	42
8. Commerce, communications, transport	380	6	15	21
9. Customs and folklore	390	0	2	2
10. Language - African languages	400-496	15	5	20
11. Pure sciences	500	13	8	21
12. Medical sciences	610	6	9	15
13. Engineering, agriculture, domestic sciences, managerial services, buildings	520-640 650-690	19	40	59
14. Fine arts, music	700-780	9	11	20
15. Recreational and performing arts	790	2	3	5
16. Literature	800	1	0	1
17. African literature - Swahili literature	896	6	2	8
18. Geography	910	0	7	7
19. History - European, Asian, African	940-960	3	5	8
20. Fiction	-	-	-	-
Total				553

Notes on Table 1

(1) The statistics exclude reprint titles.

(2) Book production is in this context represented by books deposited during the years covered (i.e. 1974 and 1975) irrespective of the years of publication.

(3) Dewey Decimal Classification.

(4) A book is a non-periodical, printed publication of at least 49 pages, exclusive of the cover pages.

(5) A pamphlet is a non-periodical, printed publication of at least 5 pages but not more than 48 pages exclusive of the cover pages.

Number of titles classified by language of publication

Language of publication	Number of titles
Swahili	270
English	286
French	1
German	1
Gujarati	2
Vernaculars	6
Total	566

This is a list of printers and publishers whose publications are listed in the 1974-1975 issue.

AFRICA INLAND MISSION,
P.O. BOX 1414,
MWANZA

AFRICA PRINTERS,
P.O. BOX 20088,
DAR ES SALAAM

ASSEMBLES OF GOD,
P.O. BOX 35101,
DAR ES SALAAM

BARAZA LA TAIFA LA LUGHA YA KISWAHILI (National Swahili Council)
S.L.P. 1752
DAR ES SALAAM

BUNGE-OFFISI,
P.O.BOX 9133,
DAR ES SALAAM

BUREAU OF RESOURCE ASSESSMENT AND LAND USE PLANNING
P.O. BOX 35097,
DAR ES SALAAM

BUREAU OF STATISTICS,
P.O. BOX 932,
DAR ES SALAAM

CENTRAL TANGANYIKA PRESS,
P.O. Box 932,
DAR ES SALAAM

CHRISTIAN BOOKSHOP,
P.O. BOX 301,
MOSHI

CHUO CHA UCHUNGUZI WA LUGHA YA KISWAHILI, CHUO KIKUU CHA DAR ES SALAAM (Institute of Swahili Research)
P.O. Box 35110,
DAR ES SALAAM

COLLEGE OF BUSINESS EDUCATION,
P.O. BOX 1968,
DAR ES SALAAM

CO-OPERATIVE UNION OF TANGANYIKA,
P.O. BOX 1131,
MOSHI

DAR ES SALAAM TECHNICAL COLLEGE,
P.O. BOX 2958,
DAR ES SALAAM

EASTERN AFRICA PUBLICATIONS LTD.,
P.O. BOX 1002, ARUSHA and (Formerly East Africa Literature Bureau)
P.O. BOX 1408,
DAR ES SALAAM

EVANGELICAL LUTHERAN CHURCH IN TANZANIA,
P.O. BOX 412,
ARUSHA

GOVERNMENT PRINTER,
P.O. BOX 9124,
DAR ES SALAAM

INFORMATION SERVICES DIVISION,
P.O. BOX 2141,
DAR ES SALAAM

INLAND PRESS,
P.O. Box 125,
MWANZA.

INSTITUTE OF ADULT EDUCATION,
P.O. BOX 20679,
DAR ES SALAAM

INSTITUTE OF EDUCATION,
P.O. BOX 35091,
DAR ES SALAAM

JUMUIYA YA KIKRISTU TANZANIA,
P.O. BOX 407,
DODOMA

LONGMANS (TANZANIA) LTD.,
P.O. BOX 3164,
DAR ES SALAAM

MARIPA PUBLISHERS,
P.O. BOX 2093,
DAR ES SALAAM

MINISTRY OF HEALTH AND SOCIAL WELFARE,
P.O. BOX 9088,
DAR ES SALAAM

MINISTRY OF INFORMATION AND BROADCASTING.,
P.O. BOX 1422,
DAR ES SALAAM

MINISTRY OF LANDS, SETTLEMENT AND WATER DEVELOPMENT,
P.O. BOX 9142,
DAR ES SALAAM

MINISTRY OF NATIONAL EDUCATION,
P.O. BOX 9121,
DAR ES SALAAM

MORAVIAN CHURCH IN WESTERN TANGANYIKA,
P.O. BOX 29,
TABORA

NATIONAL BANK OF COMMERCE,
P.O. BOX 9391,
DAR ES SALAAM

NATIONAL INSTITUTE FOR PRODUCTIVITY,
P.O. BOX 2021,
DAR ES SALAAM

NATIONAL MILLING CORPORATION,
P.O. BOX 2250,
DAR ES SALAAM

NATIONAL MUSEUM OF TANZANIA,
P.O. BOX 511,
DAR ES SALAAM

NATIONAL PRINTING COMPANY,
P.O. BOX 2320,
DAR ES SALAAM

NATIONAL SPIRITUAL ASSEMBLY OF BAHAIS OF TANZANIA,
P.O. BOX 585,
DAR ES SALAAM

NDANDA MISSION PRESS,
P.O. BOX 1004,
NDANDA

NOVOSTI PRESS AGENCY,
P.O. BOX 2272,
DAR ES SALAAM

NUTA PRESS,
P.O. BOX 2982,
DAR ES SALAAM

OFFICE OF THE PRIME MINISTER-SECONDA VICE-PRESIDENT,
P.O. BOX 980,
DODOMA

OXFORD UNIVERSITY PRESS,
P.O. BOX 21039,
DAR ES SALAAM

PERAMIHO PRESS,
P.O. BOX 52,
PERAMIHO

PRINTPAK TANZANIA LTD.,
P.O. BOX 5007,
DAR ES SALAAM

ST. AUGUSTINE'S MAJOR SEMINARY,
P.O. BOX 5007,
DAR ES SALAAM

ST. PAUL'S SEMINARY, Kipalapala,
P.O. BOX 325,
TABORA

SWEDISH FREE MISSION BOOKSHOP,
P.O. BOX 222,
TABORA

T.M.P. PRINTING DEPARTMENT,
P.O. BOX 314,
TABORA

TANZANIA LIBRARY SERVICE,
P.O. BOX 9283,
DAR ES SALAAM

CCM (FORMERLY TANU) (TANGANYIKA AFRICAN NATIONAL UNION AND AFRO-SHIRAZI PARTY),
P.O. BOX 9151,
DAR ES SALAAM

NATIONAL ELECTRIC COMPANY (TANESCO),
P.O. BOX 9024,
DAR ES SALAAM

TANZANIA INVESTMENT BANK,
P.O. BOX 9373,
DAR ES SALAAM

TANZANIA LITHO,
P.O. BOX 200,
ARUSHA

TANZANIA POLICE,
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P.O. BOX 9373,
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TANZANIA LITHO,
P.O. BOX 200,
ARUSHA

TANZANIA POLICE,
P.O. BOX 9141,
DAR ES SALAAM

TANZANIA PUBLISHING HOUSE,
P.O. BOX 2138,
DAR ES SALAAM

THE TREASURY,
P.O. BOX 9111,
DAR ES SALAAM

NATIONAL LITERACY PROJECT (FORMERLY
UNDP-UNESCO WORK-ORIENTED ADULT
LITERACY PILOT PROJECT)
P.O. BOX 1141,
MWANZA

INICEF LIAISON OFFICE,
P.O. BOX 9182,
DAR ES SALAAM.

INTERNATIONAL COMMUNICATION AGENCY
(FORMERLY UNITED STATES INFORMATION
SERVICE)
P.O. BOX 9170,
DAR ES SALAAM

UNIVERSITY OF DAR ES SALAAM,
P.O. BOX 35091,
DAR ES SALAAM

VUGA MISSION PRESS,
P.O. BOX 25,
SONI

BOOKSHOPS

INVESTIGATION INTO BOOK PRICES IN DAR ES SALAAM

1. Aims and objective

The professional staff meeting of the TLS Acquisitions Department, February 1976, passed a resolution to investigate book prices in Dar es Salaam. The aim of this investigation was twofold:

(i) to find out the prices which bookshops in Dar es Salaam charge to members of the public, in particular to look into their profit margins and into the consistency of prices between bookshops;

(ii) to find out the prices which bookshops in Dar es Salaam charge to the Tanzania Library Service.

2. Method

The main problem was to ensure that the results of the investigation were meaningful. Because of inflation, book prices and transport costs are continuously rising. At the same time the value of the British £ compared to the Tanzanian shilling has been decreasing. The bookshops, on the whole, were not happy to reveal their method of pricing but merely declared they charged "according to the invoice". It is interesting to note that all bookshops, except the University , cut off the United Kingdom price from the dustjacket, thereby preventing the buyer making his own conversion.)

In the United Kingdom a a system of retail price maintenance is in force for books. This means that all bookshops must charge the price printed on the book. The bookshops purchase books from the publishers at 33 ⅓ per cent discount. Bookshops therefore make a third profit on each sale to cover their overheads. Taking the above considerations into account, TLS method of investigation was to visit each major bookshop in Dar es Salaam, find recent purchases of United Kingdom books which had their prices printed on the vobers and then find out for what price the books were being sold. In addition TLS surveyed books being currently catalogued in the Acquisitions Department to discover what prices local bookshops were charging TLS. Cataloguers were asked to identify books whose prices seemed excessively high.

3. Results

The detailed results of the investigation appear in Appendix 1 - a comparative table of current book prices as related to the United Kingdom price- and Appendix 2 - a list of books bought by TLS from local bookshops at an excessive price.

3.1 Conversion rates and profit margins

The University Bookshop, for the past two and a half years, has consistently arrived at the Tanzanian price by converting at 20 shillings to the £ sterling. (In very recent weeks it has begun to convert at a slightly higher rate for specific publishers, e.g. Longmans.) The other bookshops in Dar es Salaam convert, on average, at 25 shillings to the £ sterling. Over the past three years, the official exchange rate has dropped from 18 shillings to 15 shillings to the £ sterling. The profit margin per book could be calculated as follows:

A book costs £1 in the United Kingdom (i.e. 17/-). The Bookshop in Dar es Salaam buys it for 66 p. (i.e. 11/-), The University Bookshop sells it for 20/-. Other bookshops sell it for 24/- or 25/-. Even allowing for transport and overheads, these 100 per cent and over profit rates would seem excessive.

3.2 Inconsistencies

There are inconsistencies in converting from £ sterling to Tanzania shillings both between different bookshops a d even in the same bookshop. The differences between bookshops is illustrated in Appendix 1. An example of inconsistency within a bookshop is illustrated by the following: in E.S.A. Bookshop a book priced at 40 p. in United Kingdom was charged variously at 9/95, 11/40, 12/7, 12/40, and 12/50.

3.3. Prices charged to TLS

In the majority of cases, the prices charged to TLS are the same as those charged to individual buyers. However, some cases came to light where the price charged seemed excessive. These cases are listed in Appendix 2. It is interesting to note that in the United Kingdom bookshops which gain library custom, offer those libraries a 10 per cent discount on the retail price of a book.

4. Recommendations

4.1 That, for the time being, T.L.S. orders all its foreign books from the country of origin.

4.2 That TLS pressure bookshops to reduce their profit margin. If possible the National Prices Commission should be asked to fix a rate of conversion.

4.3 That if TLS gives its custom to a bookshop in Tanzania, it should request special terms.

4.4. That TLS question with the relevant bookshops the cases listed in Appendix 2 and, if due, claim rebates.

Comparative book prices in Dar es Salaam Bookshops

Price in U.K. in sterling £/p	University	Dar es Salaam	Cathedral	YMCA	Inter-national	Stan-dard	National Supplies Co.
£0.20	4/-	6	5/-	7/50			6/-
£0.25	5/-	6/25	8/-				
£0.30	6/-			8/-			
£0.30	6/-			9/-	7/50	7/50	
£0.35	7/-	8/75	8/50	10/50	8/50		8/50
£0.40	8/-	10/-		12/50	10/00		
£0.45	9/-	11/25			11/-		
£0.50	10/-	12/50	12/50	15/10	12/-	12/-	
£0.55	11/-		13/50				
£0.60	12/-	15/-			14/50		14/50
£0.65	13/-		15/70		15/50		
£0.70	14/-			18/-	17/-		
£0.75	15/-	18/80	19/-		18/-		
£0.80	16/-						
£0.85	17/-						
£0.90	18/-			21/60		21/50	
£1.00	19/-		-	22/80	22/50		
£1.00	20/-		25/-	24/-		24/-	
£1.15	23/-	28/75					
£1.20	24/-		30/-	31/-			
£1.25	25/-	30/-				31/25	29/-
£1.40	28/-		35/-				
£1.50	30/-			34/-	36/-	36/-	
£1.60	32/-			40/-		38/-	
£1.75	35/-		43/75	42/-		40/-	
£1.80	36/-			45/-			
£1.90	38/-			48/50			
£1.95	39/-		55/-		46/50	48/-	
£2.00	40/-		56/-				
£2.10	42/-					55/-	
£2.25	45/-	59/20				54/-	64/-
£2.50	50/-	62/50			59/50		
£2.75	55/-			62/50			
£2.95	59/-		74/-				
£3.00	60/-					66/-	
£3.20	64/-			85/-			
£3.75	75/-				84/-		
£4.50	90/-			109/80			
£4.75	95/-		105/-				
£5.50	110/-	132/-			132/-		
£5.95	119/-				142/50		145/-
£15.00	300/-	360/-					

TLS purchases

TLS has made the following purchases from Dar es Salaam bookshops. Even allowing for the normal exchange rate used by those shops, it would appear that an excess profit has been made.

1. Borgstrom, G. Fish as food. Volume Part. 1. Price in U.K. - £12.20. Purchase price from Dar es Salaam Bookshop - 413/75.

2. Morrison, A. Storage and stock control. 2nd rev. ed. 1974 Price in U.K. - £2.95. Purchase price from Dar es Salaam Bookshop -81/25.

3. Horsfall, J. Teaching the cello to groups. 1974. Price in U.K. - £2.75. Purchase price from Cathedral Bookshop - 67/70.

4. Raphael, P.C. Electric wiring of buildings. Price in U.K. - £1.25 Purchase price from Dar es Salaam Bookshop - 41/30.

5. Fax & Urwick Dynamic administration. 2nd ed. 1973. Price in U.K. - £2.50. Purchase price from Dar es Salaam Bookshop - 81/25.

6. Jones, The International Yearbook of Foreign Policy Analysis 1974. Price in U.K. - £5.50. Purchase price from Dar es Salaam Bookshop - 132/- and 137/50.

List of the more important bookshops in Tanzania

Christian Bookshop,
P.O. Box 301,
Moshi

Church Bookshop,
P.O. Box 277,
Bukoba

Africa Inland Mission Bookshop,
P.O. Box 905,
Mwanza

E.L.C.T. Lutheran Church Bookshop,
P.O. Box 157,
Singida

Hymil Import Bookshop,
P.O. Box 753,
Dar es Salaam.

Iringa Bookshop,
P.O. Box 240,
Iringa,.

Morogoro Bookshop,
P.O. Box 351,
Morogoro

Ndanda Mission Press,
Ndanda

Swedish Free Mission Bookshop,
P.O. Box 222,
Tabora

Standard Bookshop,
P.O.Box 5402. DSM

Catholic Bookshop,
P.O. Box 47,
Songea

Tanga Bookshop,
P.O. Box 262,
TANGA

Tanganyika Mission Press,
Private Bag, Tabora

Cathedral Bookshop,
P.O. Box 2361,
Dar es Salaam

City Bookshop,
P.O. Box 442,
Dar es Salaam

Dar es Salaam Bookshop,
P.O. Box 2126,
Dar es Salaam

E.S.A. Bookshop,
P.O. box 2126,
DAR ES SALAAM

Inland Bookshop,
P.O. Box 1402,
Mwanza

Msimbazi Bookshop,
P.O. Box 2428, DSM

Njombe Bookshop,
P.O. Box 40,
Njombe

Peramiho Bookshop,
P.O. Box 41,
Peramiho.

Source: Tanzania Elimu Supplies: Circular to its educational materials distribution agents 1975.

1. Unesco Meeting of Experts on Book Development in Africa (Accra, 13-19 February 1968). Paris, COM/CS/68/3/7.

2. Delavenay, E. For books. Paris, Unesco. 1974, p.22.

3. African Publishing: today and tomorrow. Nairobi. East African Publishing House 1972. pp. 1-3.

4. Oluwasanmi, E. McLean, E. and Zell, H. Publishing in Africa in the seventies. Proceedings of an International Conference on Publishing and Book Development held at the University of Ife, Ile - Ife, Nigeria, 16-20 December 1973. Ile - Ife, University of Ife Press 1975. 37p.

5. Ibid. pp. 1 - 15.

6. Perry - Widstrand Rede. Publishing in Africa: a paper for the seminar on African Literature organized by the Finnish Unesco Commision, Helsinki, 13-15 September, 1974. 32p.

7. Unesco Statistical Yearbook 1972.

8. Ibid. p. 714.

9. Barton, F. The press in Africa, East African Publishing House, Nairobi, 1966, pp. 5 & 9.

10. Unesco. International Congress on National Bibliographies: Paris, 12-15 September 1977. Final Report (PGI-77/CONF.401/COL.11). pp. 10-13.

11. Ndegwa, J. Printing and Publishing in Kenya: an outline of development, School of Library, Archive and Information Studies, London, 1971, pp. 15-26.

12. Hutchison, R. "Neo-colonial tactics", Africa, No. 23. July 1973, pp. 74-79.

13. Kuhanga, N.A. Education and self-reliance in Tanzania; a national perspective. In Development Dialogue 1978, Vol.2 p. 38.

14. Kuhanga, N. A. Hotuba ya Waziri wa Elimu ya Taifa kuhusu Makadirio ya fedha kwa mwaka 1979-1980 (speech of Minister of National Education on 1979-1980 estimates) Dar es Salaam, p. 6.

15. Ibid. p. 38.

16. Malya, S. "Books by the people". In Adult Education and Development in Tanzania, Vol. I. Dar es Salaam. The National Adult Education Association of Tanzania. 1975, pp. 114-115.

17. Resolutions of 15th TANU General Conference. 1971. p. 45.

18. Tanzania. Ministry of Community and National Culture. Tanzania Literacy and Adult Education Project; an application for assistance from the U.N. Special Fund. n.d.

19. Laubjerg, K. Development of Literacy Education in Jamaica and Tanzania, a case study of the impact of literacy on the formation development attitudes among literacy participants in two rural districts. Copenhagen Manemvej 29. DK - 3460 Birkerod, 1979.

20. National Development Corporation. Annual Reports, 1972, 1974.

21. Tanzania Library Service. Tanzania National Bibliography, 1974-1975, pp. 120-123.

22. United Republic of Tanzania. Ministry of Information Services. Press Directory 1979, pp. 13-15.

23. Condon, J.C. "Nation and building in the Tanzania press". Journal of Modern African Studies, No. 53, 1967. pp. 335-354.

24. Pearson, J.D., Jones, R. The Bibliography of Africa; proceedings and papers of International Conference on African Bibliography, Nairobi, 4-8 December 1967. London. Frank Cass and Co. Ltd., 1970, pp.50-51.

25. Knungamno, E.E. and Ilomo, C.S. Books Build Nations, Vol. II. Library Services in Tanzania, London.

26. Unesco. Book Development in Africa; problems and perspectives. (Reports and Papers on Mass Communication. No. 56), 1969, COM/69 XVII.56A, p. 16.

27. Tanzania Elimu Supplies. Six years of progress; a short report on 6 years of rapid development. D.S.M., n.d., p. 4.